

The Negro Needs
EDUCATION

Vol. I

OCTOBER, 1935

No. 6

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WHO

IS

HARLEM?

SEE EDITORIAL — PAGE ONE

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Vol. I OCTOBER, 1935 No. 6

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Negro Needs Society

A Welfare Organization

Established March 26th, 1935

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PLATFORM

- A 1 The education of our people.
- 2 The advertisement of the virtues rather than the vices of our people.
- B 1 In view of the fact that discrimination hinders rather than aids the progress of a nation, the urgent need for employment of our people in more varied fields than now exists, is obvious.
- 2 In view of the rapid progress of our people since emancipation, inherent ability and competence as a part of their make-up cannot be justly denied. Consequently encouragement and promotion of Negro initiative and businesses on a larger scale.
- C Whereas housing and housing conditions are deplorable and whereas unscrupulous landlords, taking advantage of the congestion which now exists in Harlem, have resorted to the exploitation of our people in the community, a peaceful, intelligent solution is advocated.
- D Proper representation of our people in State and National legislatures.

Table of Contents

EDITORIALS	Page One
WHAT KIND OF EDUCATION?	
By H. S. McFarland	Page Two
PREVENTATIVE MEDICINE IN CHILDHOOD DISEASES	
By May E. Chinn, M.D.,	Page Three
JOHN DOE SAYS	Page Five
FOR THE VISITOR	
TO NEW YORK	Page Five
TELL NO ONE	} Poems
INTERPRETATION	}
By H. S. McFarland	Page Five
MORTGAGEES HELD CRIMINALLY LIABLE IN FEDERAL HOME LOAN TRANSACTIONS	
By Eustace V. Dench	Page Six
A HARLEMITE LOOKS AT HARLEM THEATRES	
By A. Arthur Pekelner	Page Seven

EDITORIALS

...

WHO IS HARLEM?

Whenever a person desires to familiarize himself with another, the more conservative generally takes a "peek" at the other's family tree. Sometimes it does no good, as often a few rotten apples turn up in the most carefully packed crate; and vice versa. But to be classed as a conservative, even if he is not, the Editor of EDUCATION, desiring to familiarize himself with a person of no less importance than Mr. Colored Harlem, has taken not only a "peek", but has even stripped a couple of barks from the gentleman's family tree. The Editor has discovered many things, among them being the fact that Harlem is descended from a race of "battlers" not "warriors":—They will battle and fight to the death when aroused, but will never wage war. This fact, were it the only hereditary virtue possessed by Mr. Harlem, is enough to inspire the warmest friendship.

Now, as real friends discuss their business, bear each other's burdens and exchange opinions of possible remedy for their respective ills, I feel duty-bound and pledge myself wholly to partake of the joys and of the sorrows of Mr. Colored Harlem. One of the immediate and most pressing situations confronting my friend is the solution of the HOUSING PROBLEM. Unscrupulous landlords have, in some cases, taxed him up to 80% of his salary, and he has stood (or sat, as the case may be) for it. But recently he confided in me that the blood of his forefathers which even now races thru the veins of his brothers, the Ethiopians, back in Africa, boils within him at the inhumanity and injustice of these landed designers who would strangle him to death, economically, I admire that! He also told me that he loved his bright "city" which bears his name; and wanted it cleaned. I agree with him! He lamented conditions, but hoped generally. Finally he declared that something must be done. I asked him if he ever thought of unity . . . What was Mrs. Harlem doing, I wanted to know. Didn't or wouldn't she help, I questioned. His sons! His daughters! (To tell the truth, I cannot conceive of a family of such proportions being bulldozed — pardon me, bluffed — by a few racketeering landlords.) However, to make a long story short, Mr. Harlem has promised to gather his wife and children into a unit to meet all future emergencies; and that the country may rest assured that he was immediately going to consult with his family on the HOUSING PROBLEM.

That was sometime ago; we were then just acquaintances. Now we are friends.

As soon as Harlem and I confer again, I may have something more to say.

In the meantime you may drop in on the Consolidated Tenants' League or on Negro Needs Society for an informal little chat concerning the gentleman.

WHAT KIND OF EDUCATION?

By H. S. McFARLAND

• • •

No person, group or people can achieve anything of importance unless he knows what he wants and where to find his wants. That is a preliminary knowledge that should be as familiar to the mind's eye as the alphabet is to the pupil, before any task is undertaken.

The Negro needs many things to make a success of himself. But primarily he needs education, since it is the rudiment of civilized progress. And here we are confronted with a problem. Education is a many-sided science. Does the Negro need all the sides or is he lacking in all of them? Has he distinguished himself in any or in which is he most poor? In fact which side of this science of education is considered the most valuable? That is the side the Negro must look for! That is the side he must distinguish himself in! Education in medicine; education in dentistry; education in law; education in politics; education in business, commerce and industry! Education in culture; education in art; education in music and the drama — all so very essential to the respectable existence of a people or nation. But are those all the sides of the science of education? Is the side which is considered the most valuable included among them? No! Then the Negro must go forward, not forgetting to give his most careful attention to the above mentioned group, but never relaxing in his effort to find the most valuable side of the science of education — CONSCIOUSNESS. The science of consciousness is life's greatest asset, without which there would be no knowledge, no order, no government. The unconscious person is poorer than the lowest type of animal life, for, at least, that type is conscious of its existence. EXISTENCE! Yes, that is the word! Then, isn't the Negro conscious of his existence? I am here again involved. This time it is not "WHAT KIND OF EDUCATION," but "WHAT KIND OF CONSCIOUSNESS".

The Negro may be individually conscious, but racially — racially what? — asleep. (To make it as pleasant as I possibly can.) Danger! The danger zone! Some will, at this point, say that I am an agitator; others will say I am fostering race prejudice or fomenting strife. The truth is: I am trying to educate my brethren.

They are racially unconscious; they are asleep.

In this great United States of America there is a vast avenue to wealth, happiness and power open to the American Negro, if he will but wake up, wash his face, clean his teeth, brush his hair, dress, breakfast, kiss his wife and depart in

pursuit. Color? Did I hear someone mention color? Forget it! The Constitution of this country made the Negro its child by adoption when it enfranchised him. He has but to assert his group-self and he will be heard.

There is only one advice the Negro needs on his gaining or regaining consciousness, on his waking up. That is: he must remember that, as a group, he is only one of Uncle Sam's many children. Children, although brothers and sisters, have inclinations — likes and dislikes. Some may be disposed to like their Negro kin; others may not. It would be well if the darker child would not force his attentions upon those who do not care for them, and likewise encourage a friendship with those who appreciate him. It would also be exercising wisdom to some degree if he appreciated himself. If he would gaze upon his heritage and then love and respect himself. Preserve his heredity.

If I say this: Uncle Sam's white children love their colored brother; would be most willing to give him equality of opportunity in every field, but they desire to preserve their heredity. They have made grievous mistakes in the past and ignorant ones still do. But are they to pay everlastingly for an offense generated of ignorance? Ignorance and stupidity are the reason why the Negro seek social equality. An admixture of racially different peoples for other than scientific reasons, is a shame upon civilization and ever should be discouraged. Education in the preservation of heredity will aid in the solution of this problem. Many of the wrongs wrought upon the Negro and attributed to white brutality were done, consciously or unconsciously, in defense of their heredity.

Let the white man be once convinced that there is no fear of a social invasion from his dark brother and the Negro would to-morrow morning wake up to find himself transformed.

But let the Negro, in any event, never forget that the side of the science of education which is most valuable is — *consciousness — race consciousness*. When he, as a group, understands himself, he is bound to inquire: "Who am I? Why am I here?"

With love in his heart and hatred toward none, he should find out who he is and for what purpose he is here. Then act.

That is the kind of education the Negro needs now.

PREVENTATIVE MEDICINE IN CHILDHOOD DISEASES

By MAY E. CHINN, M.D.

• • •

All children are continuously exposed to the various contagious diseases of childhood.

Several thousands of these children thus exposed, will come down with one or more of these diseases. And many hundreds will die.

On the other hand, there are still many more thousands of children who, even though they are exposed to these diseases, will not develop them. The children in this group are protected by natural or acquired immunity. Natural immunity, or protection against disease, is transmitted to the child at birth from the parents, and may be temporary or permanent.

Only an occasional child is fortunate enough to have natural immunity from any one of the common childhood diseases and there are practically *none* who have natural immunity or complete protection from all common childhood diseases.

We will speak more of immunity later.

At this time of the year, many of the communicable diseases begin to become more prevalent. It is therefore timely to utilize to the fullest extent all of the protective and preventive methods known in medical science to check the spread of these diseases.

There are certain general measures of prevention which are equally effective in all of the contagious diseases.

Briefly:

1. Do not allow your child to visit the home of any sick person.
2. If a child has fever and is coughing or sneezing or has a running nose or sore throat, he should be put to bed. He should at once be kept separate from other children and should under no circumstances be sent to school, or allowed to associate or play with other children. A physician should be called. A number of diseases, especially measles, diphtheria and whooping cough, begin frequently with symptoms which may appear to be an ordinary cold. It is particularly during this early stage that these diseases may be conveyed to others.
3. Never allow your child to be kissed on or near the mouth by anyone, no matter how closely related.
4. Never allow your child to shake hands with anyone suffering from a cold. Persons suffering from colds and other contagious diseases, contaminate their hands with the discharge from the nose and throat and may thus infect others.
5. Train your child to avoid putting its fingers into the mouth and nose.
6. Never allow your child to take pencils or toys which have been handled by others, into its mouth.
7. The face and hands of every child should be washed before eating.

8. Do not allow your child to play with stray dogs, cats or other pets. These animals frequently carry the germs of disease.

9. Dusting with dry rags or dry sweeping is dangerous, particularly so when done in a sick room.

10. A child suffering from a contagious disease, should be properly isolated in a suitable room. The mother or other person who takes care of the sick child should avoid coming in contact with other children.

11. The sick person should have separate dishes and other utensils. These should be carefully washed with soap and boiling water before they are used by any other person.

12. When the child recovers from a contagious disease, the clothing worn by the patient and the bedding should be disinfected by soaking in a 3 per cent solution of carbolic acid for 1 hour and then boiled in soap suds for 10 minutes. The floor and woodwork of the sick room should be cleaned with a hot solution of 1 pound of washing soda to 3 gallons of water. The sick room should be thoroughly aired and exposed to sunlight.

I have given you in a general way, procedure to be followed to prevent the catching and spreading of contagious diseases.

There are, however, in addition to these general precautionary measures, certain specific protective methods, of proven and undisputed value against several of the contagious and infectious diseases. When these methods are used the child develops an acquired immunity, or protection against the particular disease he has been inoculated against.

The methods employed are practically harmless and thoroughly scientific. They are administered by the family physician in his office or in various clinics under the direct supervision of the Department of Health in your community.

The methods used in acquiring these specific immunities vary slightly in each disease, but suffice to say that whatever method is used in your community, when given under the supervision of the Department of Health or in the office of your physician, is a *standard one* and therefore a safe and an effective one.

The technique of giving the immunity briefly, consists of exposing the child or individual to a modified form of the infecting agent which is the cause of the particular disease. The infecting agent may be applied to the skin, into the skin or under the skin, one or several times at regularly stated intervals. The infecting agent thus applied, stimulates the child to manufacture in his own body, certain neutralizing properties which protects him from developing the particular disease for which he has been immunized.

Continued on Page 4

PREVENTATIVE MEDICINE IN CHILDHOOD DISEASES

Continued from Page 3

It is necessary at various intervals of time, specific for each disease, that the child be tested to see if the immunity thus acquired is still present.

You are familiar with the names of such tests as the tuberculin test for Tuberculosis; the Shick test for Diphtheria and the Dick test for scarlet fever.

One of the best examples of how effective acquired immunity can be is that in the case of Small-pox.

Here the vaccination with which we are all familiar has so completely eradicated Small-pox that in 1934, the State of New York did not have one case, and there has not been a death from Small-pox since 1912 in N. Y. State.

Small-pox immunity is acquired by simply applying the virus, or infecting agent into the skin by means of a small needle scratch. This procedure is called "vaccinating" the child, and in so doing the child becomes protected against Small-pox. It is recommended by the Department of Health, that a person be vaccinated once every 7 years.

Since 1920 the larger cities of the U. S. have directed active campaigns towards active immunization against Diphtheria. Diphtheria is a very serious disease of childhood, particularly under 5 years of age.

We have three different preparations used in connection with this disease. Two are used in prevention of the disease and the other for active treatment.

For prevention we use toxin-anti-toxin, which is given at three weekly intervals under the skin or Toxoid at two weekly intervals. These two preparations establish within the child's body an active production of neutralizing bodies against Diphtheria.

Anti-toxin, is the third preparation used in connection with this disease. It is given as specific agent in the actual treatment of the case of the disease, or as a temporary protection to those who have been exposed to an active case. This preparation is injected deep into the muscle tissue.

The immunization given the child who has been exposed to an actual case of Diphtheria by Anti-toxin, does not last as long as that which is stimulated by the injection of TAT or Toxoid. Therefore, such a child should be later given TAT or Toxoid which confers a more lasting protection against Diphtheria.

The Shick test is used by the physician to determine whether or not the child is likely to develop Diphtheria if exposed to an active case of this disease.

Another way of controlling the spread of any disease, is by the early recognition of the early symptoms of the disease. This is especially true and important in the detection of Scarlet Fever. If Scarlet Fever is detected early, the case can be isolated early and further contacts are thus stopped and the development of additional cases thus prevented.

Scarlet Fever affects children of all ages, but those under 5 years of age are particularly susceptible to it. 50 per cent of all cases occur between the 3rd and 8th year and 90 per cent are under 15 years of age.

Parents would do well to acquaint themselves with most important early manifestations of this disease. A brief description of a typical case is as follows:

The onset is usually sudden with fever, vomiting and a sore throat. Within 12 to 24 hours a rash appears. It consists of innumerable minute red points upon a reddish background, giving the appearance of a uniform flush over the entire body, and generally lasts from 3 to 6 days. There are however many departures from the typical cases.

In some cases the symptoms are so mild that they escape attention. The rash, too, may be so very faint or slight as to be easily overlooked. Then again, the rash may appear only on certain parts of the body. These mild and irregular forms of the disease are just as contagious as the severer types, in fact, as a cause of the spread of the infection, they are very important, because being mild and irregular they frequently remain undetected and thus are able to infect others.

In all forms of the disease there occurs generally on the 7th or 8th day, a shedding or peeling of the skin. Peeling of the fingers or toes is especially characteristic of this disease, and is often the means of the detection of hitherto unrecognized cases of the disease.

Therefore, the presence of a rash on the child's body, especially associated with fever, is always suspicious of the presence of a contagious disease and a physician should be immediately sent for.

As a cause of deafness and deaf mutism, no disease in childhood compares with Scarlet Fever. Furthermore, changes in the heart and kidneys of an organic or structural nature often result. It is good to remember also that the discharge of infected ears which often follows the case of Scarlet Fever, contains the infectious material of the disease, and may be the source of infection of a new case of Scarlet Fever. Therefore the child should be excluded from school until all discharge from such ears clears up.

In many cities Convalescent serum is used effectively in the treatment of active cases and in many cases the course of the disease has been modified. This is not as yet a specific routine in the treatment of all cases of this disease.

In the well child we have the Dick test as a means which may be employed as a skin test to determine whether or not the child is susceptible to Scarlet Fever.

In the child who is ill, we can only depend upon early symptoms as a guide for isolation of the early case.

Just a word about measles:

Measles is the most common and most contagious of all of the infectious and communicable diseases. It is essentially a disease of childhood especially between the ages of one and five years. The possibilities are, however, that every child beyond the age of one year, will contract the disease when exposed to it.

The exact cause of the disease is unknown. Yet we do know that it is found in the discharges from the mouth and nose and that it is transmitted from an active case through these discharges. The disease may be carried from the sick to the healthy thru the medium of a third person who is not sick himself. The difficulty in recognizing the disease is encountered not when the rash has already developed but before its appearance. The onset for the first few days may look like an ordinary cold. It is at this stage that the disease is most dangerous, because it is during this time that it is most easily transmitted.

Continued on Page 6

JOHN DOE

Says —

"The Rev. Ross D. Brown has just published a little booklet entitled "Watching My Race Go By," in which there are many things we should know. A few of them are:

"South Carolina sent eight colored men to the United States Congress. They were Richard H. Cain, Robert C. DeLarge, Robert B. Elliott, Thomas H. Miller, George W. Murray, Joseph H. Rainey, A. J. Ransier and Robert Smalls.

"North Carolina sent four Negroes to Congress — H. P. Cheatham, John Hyman, James E. O'Harra and Geo. H. White.

"Virginia sent one — John M. Langston.

"Georgia sent one — Jefferson Long.

"Mississippi sent one colored man to Congress — John R. Lynch.

"Florida sent one — Josiah T. Walls; and Illinois sent two — Oscar De Priest and Arthur W. Mitchell.

"Mississippi sent two colored men to the Senate; they were Hiram R. Revels and Blanche K. Bruce."

How many has New York sent?

• • •

FOR THE VISITOR TO
NEW YORK*Places of Interest*

Brooklyn Bridge: This bridge is over a mile long. It cost approximately \$15,000,000 to build. It was the first bridge to span the East River and joins Manhattan with Brooklyn. Take Broadway subway to Chambers Street.

Municipal Building: This is one of the largest office buildings in the world. It is the headquarters of a large number of City Departments and cost about \$12,000,000. The height is 550 feet. Broadway subway. Walk east.

Bronx Park: Within this park are to be found also the Botanical and Zoological Gardens. The Botanical Gardens occupying most of the upper half of Bronx Park which extends to 205th Street. Visitors can by obtaining a guide to the Grounds, Collections and Buildings at a cost of 50 cents secure information as wanted. Take Bronx Park subway.



EUSTACE V. DENCH

Eustace V. Dench, victorious candidate on the regular Democratic ticket for Alderman of the 21st A. D. in the recent primaries, is a valued contributor to this periodical. Mr. Dench pledges himself to honourable service to the district and community in general and asks the public to support him in the coming election. Read article by him on page six.



MAY E. CHINN, M. D.

The modesty of Doctor Chinn almost frustrated our efforts in presenting the lovely photograph above her name. The Doctor is a graduate of Bellevue Medical College of the Class of '26. She is a member of the Delta Sigma Theta sorority and although a practicing physician of high standing with all classes, does not socialize. A medical article by Doctor Chinn appears on page three of this number.

INTERPRETATION

By H. S. McFARLAND

"Tis pleasure, consciously or not!

The pass

Bestudded with the gems of lofty deeds
Or covered with imaginary weeds
That grow upon the road of thought
like grass!

"Tis pleasure, consciously or not!

The mind

That gropes throughout the ages,
finding there

Is place enough for yet another kind,
Will sow its seed and reap a smile
or tear.

But far beyond the body's feeble scope
Were minds emancipated—free recruit—
Might those who wait eternally for hope
Not see before their eyes the full-grown
fruit?

Might those who now the pleasure
not behold

Wake up to find within their grasp
the treasured gold?

• • •

TELL NO ONE

By H. S. McFARLAND

I stand upon the narrow wedge

"Tween life and death withal.

I see God's angels swing the sledge,

I know that I must fall.

But tell no one the time or place.

At evening or at dawn,

Oh, tell no one the time or place.

Oh, tell no one till I have gone.

The open fields I would prefer,

Far from the homes of men,

Upon a bed of rose and myrrh.

Near to a lion's den.

But tell no one the time or place.

At evening or at dawn,

Oh, tell no one the time or place.

Oh, tell no one till I have gone.



WANTED

Manuscripts: Articles of interest; essays; plays; poems, etc. Obscure talent now has a fine chance to make its public debut. Grasp the opportunity. "The next time" may be too late.

MORTGAGEES HELD CRIMINALLY LIABLE IN FEDERAL HOME LOAN TRANSACTIONS

OF PRIME IMPORTANCE TO HOME OWNERS

By EUSTACE V. DENCH

• • •

On account of the depression and the consequent unemployment of the heads of many families, many owners were threatened with the loss of their homes through foreclosure proceedings.

The Federal Government realizing the distress of these home owners organized THE HOME OWNERS LOAN CORPORATION for the purpose of making loans on buildings containing from one to four families, and used for residential purposes only. Many such loans have been made in Harlem. The Federal Government lends up to eighty (80%) percent of the appraised value of the premises, but as the property in Harlem during the boom days was sold at abnormally high prices and in some instances had as many as three mortgages on them, it was discovered that the amount of the loan from the Home Owners Loan Corporation was insufficient to cover the total of the aggregate amount of the mortgages on the property. The mortgagees, however, realizing that they could liquidate the home loan bonds into cash if they so desired would agree to accept so much of their mortgage as the bonds would cover, and then make a private arrangement with the home owner to give them a mortgage for the difference after the home loan mortgage had been closed. In some instances they would go as far as to take a chattel mortgage on the furniture in the home. One of the latter cases came under the purview of the writer.

It is almost a certainty that there are several such mortgages held by mortgagees on many homes in Harlem, and it is to correct this situation that this article is written.

All such secret agreements with the mortgagees are illegal, and the mortgages are unenforceable. More than that the mortgagees are criminally guilty, and can be prosecuted if at the time of the closing they have failed to disclose any private agreement with the home owner to execute these additional mortgages either on the home or on the furniture in the premises.

Information and help will be gladly furnished at the office of the EDUCATION MAGAZINE, at 3142 - 104th Street, Corona, L. I.

EDITOR'S NOTE: *The situation that this article describes and reveals was brought to the attention of EDUCATION by Mr. Dench who is one of the foremost lawyers of this community. We shall be pleased to render assistance to anyone finding himself in such a peculiar position.*

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NEW YORK, N. Y.

PREVENTATIVE MEDICINE IN CHILDHOOD DISEASES

Continued from page 4

There is erroneous impression quite generally entertained that measles is a disease that every child must have. This is by no means so. There is no more reason to have measles than it is to have Scarlet Fever or Pneumonia or any other disease. On the contrary, everything should be done to avoid catching the disease particularly under the age of 2 years.

Not only is measles dangerous in itself, but it also may play a great role in the apparently recovered child's future health. The disease often leads to Tuberculosis in childhood and frequently is responsible for chronic bronchitis, for heart and kidney disease, for discharging ears and impaired hearing or for prolonged general weakness. These, I am sure, are good and sufficient reasons to guard against catching the disease.

As yet there is no specific agent available for the prevention of measles, as in Diphtheria. Recently it has been found that whole blood taken from an adult preferably a parent when injected deep into the tissues of the child suffering from measles, has shortened the course of the disease and lessened its severity.

In conclusion, "an ounce of prevention, in medicine as in everything in life, is worth a pound of cure".

Prevent your child from developing the common diseases of childhood by:

1. having your child vaccinated after 1 year of age every 7 years to protect him from developing Small-pox;
2. having him protected against Diphtheria by injections of TAT or Toxoid. This can be given as early as 6 months of age. The Shick test should be done at various intervals of time to see how long the protection thus acquired lasts.
3. In Scarlet Fever and Measles, the important thing is to watch carefully, the course of what may appear to you to be an ordinary cold associated with fever and sore throat. Remember these are also the earliest symptoms we have for Scarlet Fever and Measles. For treatment Convalescent serum has been very effective in the treatment of these diseases.

I am very sorry that space does not permit me to speak on such diseases as Tuberculosis, Whooping cough and Mumps in children.

A HARLEMITE LOOKS AT HARLEM THEATRES

By A. ARTHUR PEKELNER

• • •

Every week the papers pour forth reams of copy on what is going on in the Harlem theatres. One of the editors praises this or that show to the very skies; another lets loose a tirade against a poor unsuspecting manager, still a third advocates running so or so out of town because the attraction offended him in one way or another.

Whether or not the editors are justified hardly matters. The theatre is always interesting news and the public enjoys reading the gossip.

However, it doesn't take a great deal of thought to see that it is poor business to run a poor show. No one, no matter how blind he might be to the wishes of his patrons will consciously book an attraction that is sure to be a flop. The harassed managers are constantly striving to prevent the very best entertainment that is available and, it might create a little kinder understanding between theatre and patron if he or she realized that very, very often it is impossible to secure certain attractions when desired. Again, if people would understand that in the case of films, the manager doesn't make the picture. He can only pray that each one will be a sure-fire hit. Surveying the line-up for the coming season, it looks as if his prayers are to be answered. Never has the "crop" looked brighter and as the studios in Hollywood grind out ever improving films, so shall the theatres and patrons benefit by them.

The observer, wandering thru the streets of Manhattan, reading the brilliant attraction signs of the theatres, will be amazed at the comparatively superior shows appearing in Harlem. Nowhere in the country is the theatre-goer able to see such great headline names as Bill Robinson, Duke Ellington, Cab Caloway, Ethel Waters, Noble Sissle and countless others in a smart revue for an admission price starting at 15 cents with a good picture thrown in for good measure. In no other community do the machines start grinding at 9 A. M. and show two such excellent features for an admission price of ten cents.

Scanning the marquee further, we find that Harlem leads the Bronx theatres by weeks in new attractions. Because of keen competition in the field, the managers strain every nerve to provide "hot" bookings. With the down town picture palaces making a decided bid for patronage amongst the free-spending, show-going people of this community it would be business suicide to do otherwise. The theatre owners are ever anxious to keep the folks up-town and they know that the only way is to provide a show that will "bring 'em in."

Nowhere is there an audience so discriminating. Every newspaper critic is carefully read, the gossip columns are eagerly devoured, an attentive ear listens to the more fortunate neighbor who had \$1.10 to spend to see the picture down-town. The fan magazines enjoy terrific popularity and the fate of most pictures is decided weeks before it comes to Harlem Town.

Occasionally a picture, such as the recent "Mad Love", plays a local theatre. Unheralded and unsung, a comparatively unknown star, a flop thruout the country, and still it plays to capacity houses here. Why? Because this well informed group discerned an unusual story with great acting by a man destined to be a famous star. Movie news is on every lip and a good story or performance is always rewarded by appreciative acclaim.

As the years go by it is interesting to note the many changes that have taken place in the physical appearances of the local houses. Much thought and care go into the maintenance of these enterprises. Vast sums of money are constantly being spent for improvements seen and unseen, such as cooling systems, new marquees, new fronts, new projection equipment, new screens, new boilers, new decoration and a thousand other items that the public never sees.

We have been reliably informed that the popular Roosevelt Theatre which seems to enjoy good patronage, will be equipped with comfortable, springy leather-cushioned seats within the next few days. Its closest competitor, the Odeon Theatre is being entirely renovated and will soon be re-opened in all its newly acquired splendor. The Harlem Opera House recently had its face lifted and all the picture palaces seem to be following suit. The thought is to make these theatres as attractive on the out-side as the show is bound to be within.

In the final analysis, while the local theatres are no "Radio Citys" they are comfortable, clean, well managed and dime for dime, more value in entertainment can be obtained in Harlem than any place else in our busy city.

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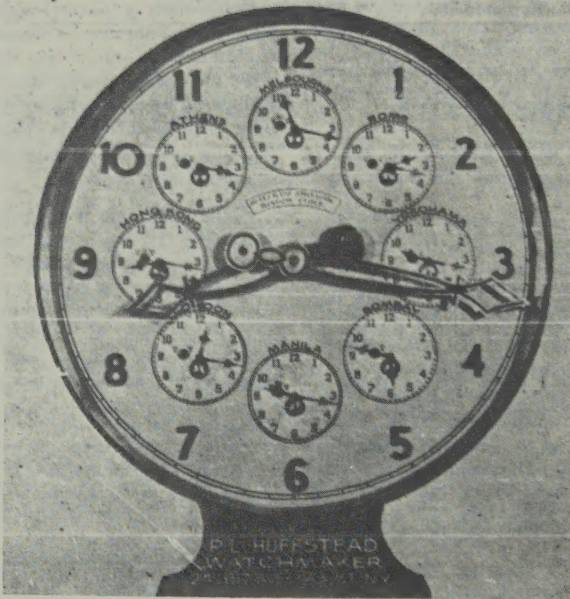
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